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A PUBLICATION OF HOWARD COUNTY TOURISM, INC.



FY09 Q4

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*Special thanks to
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Eyre's Energetic Win at 2009 *Dancing with Dazzling Howard County Stars* Excites

Couple's lively cha-cha with flips & splits tilts clap-o-meter to victory

On Tuesday, June 2nd, 2009 Howard County Tourism & Promotion doubled previous years' attendance in the tented gardens of beautiful Belmont for its annual fundraiser. SOIREE's signature entertainment is the immensely popular ***Dancing with Dazzling Howard County Stars***. Four Howard County celebrity couples, representing different components of the tourism industry such as non-profits, restaurants, transportation and retailers, dueled on the dance floor.

The Eyres, WINNERS

The winners of the *2009 Dancing with Dazzling Howard County Stars* is Alison and Matt Eyre of Eyre Bus, Tour and Travel. Costumed in mango and black sparkling sequin and shiny satin, the Eyres sensational dance completely wow-ed the audience that erupted with deafening claps, cheers and clanking cowbells. The Eyre's performed an energetic cha-cha that included Matt flipping Alison in the air and closed with Alison doing a seemingly easy but surprising split! Alison and Matt Eyre were presented their winning trophy by Joanne and Ron Eyre (Matt's parents) the winners of the inaugural *2007 Dancing with Dazzling Howard County Stars*. The Eyre's filled their cheering section of the tent with friends and family, many of whom arrived to SOIREE via an Eyre executive motor coach.

The Esmonds, CROWD PLEASERS

The Esmond's nearly won the evening's dance competition with their sizzling tango with a modern twist brilliantly performed to perfection. Their theatrical dance routine opened with an ever-so sultry Mary in an unforgettable red dress and included a sword fight, a folding chair flung across the dance floor and Dan seductively stripping his jacket into the audience. Mary also celebrated her birthday at SOIREE, the many guests sang her a heartfelt "Happy Birthday."

The Yetsos and Barberas, WONDERFUL

The Yetsos did a contemporary swing dance to Michael Jackson's "Pretty Young Thing." Brock and Julie were decked in their finest 80s attire and accessories and performed powerfully, never missing a step and sneaking in fresh, fun moves. The athletic Yetsos electrified the audience as they criss-crossed the dance floor with ease. The Barbera's elegant foxtrot to 70s rock was skillfully performed. They lovingly gazed into each others eyes throughout their performance and received thunderous applause especially from fellow restaurateurs in the audience who flung flowers upon the dance floor.



WELCOME

Trade Show Success

Howard County Tourism continued to co-op / share tradeshow space with its partners. Similarly, we offer local booth space at county signature events in our "Welcome Center on the Go" for our partners at no cost. This quarter, we attended the following shows:

- ASAE Springtime in the Park
- HSMIA MidAmerica
- Howard LIFE Fitness Festival
- Maryland Tourism Day at I-95 N
- Maryland Sheep & Wool Festival
- Wine in the Woods
- Columbia Triathlon
- TIA Pow Wow
- MATPRA Media Marketplace
- Columbia Festival of the Arts LAKEFEST



Tourism representatives from across the state attended MATPRA Media Marketplace to meet with 41 travel writers.

New Sales Activities

Tourism moved forward with its Business Development Plan to create enhanced benefits to maximize our partners' marketing opportunities, and encourage their commitment to Tourism. We created levels of investment that enable partners to achieve enhanced visibility in the community, while stressing the value of networking in a community dedicated to attracting new visitors and businesses to the county.

The New Sales Kit was produced that illustrated the levels of investment, from the silver/introductory level at \$200, to gold (\$500) which offered enhanced recognition, and platinum (\$1000) which offers our highest level of benefits and recognition.

eCommunications: *Connect It*, an electronic newsletter highlighting news and trends in the travel industry, as well as Tourism events, was delivered to partners bimonthly in February and March. This e-news service is also designed to create awareness among partners about the variety of events in which they can participate and enhance their marketing efforts. A quarterly E-newsletter was also created, highlighting Tourism's activities in the community.



BLOSSOMS OF HOPE: THE HOWARD COUNTY CHERRY TREE PROJECT

With County Executive Ken Ulman's proclamation of April as Howard County "CHERRYBRATION DAYS," the project expanded into a month-long series of events and activities designed to both create tourism opportunities and raise funds for the Claudia Mayer Cancer Resource Center.

New initiatives include:

- Pink Panes in Historic Ellicott City
- PINK-A-PALOZZA at Historic Savage Mill
- AN AFTERNOON OF HOPE & HEALING
- PINK GREENS Golf Classic
- TriColumbia HOWARD LIFE FESTIVAL
- The Columbia Archives "BLOSSOM BIKE-A-BOUT"
- "Charity of the month" and Spring Wine Tasting at the Wine Bin



Ye Haunted History of Olde Ellicott City: Ghost Tours

The *Ye Haunted History of Olde Ellicott City* ghost tours continue to draw regional guests.

Requests for private tours for celebrations (birthdays, club outings, scouts, dog lovers) are increasingly popular.

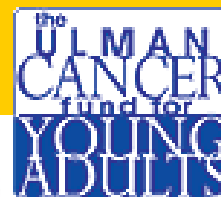
We offer both the original script and sequel regularly and have recruited additional tour guides to manage the demand. Research is near completion for our newest offer, a "Spirits of Ellicott City" pub crawl in partnership with local restaurants and wine shop. Visitors can now "Meet the Guides" and make reservations online at www.VisitHowardCounty.com. Below, some of our spirited tour guides take in the view from a rock above the historic mill town.



WELCOME

The TriColumbia Howard Life Festival

The Columbia Triathlon Association in partnership with Blossoms of Hope, The Ulman Cancer Fund and the Howard County Tourism, premiered its new fitness festival in downtown Columbia in conjunction with the blossoming season. The first year event received rave reviews and attracted a number of participants who helped raise funds for the two non-profits. 2010 registration is now open! Visit www.tricolumbia.org to register.



PINK GREENS Golf Classic

Turf Valley Resort, home to over 50 Blossoms of Hope cherry trees presented the inaugural of a fundraising golf tournament with proceeds to benefit Blossoms of Hope and the Claudia Mayer Cancer Resource Center. Look for this



Howard County's Buy Local Restaurant Weeks

Howard County Tourism & Promotion invites everyone to SAVE and Savor the LOCAL Flavor with its promotion, Summer Restaurant Weeks, July 27 - August 9, 2009! This summer, Howard County's finest restaurants will be serving up savings and locally grown products to help budgets and the environment. With 25 participating restaurants, residents and out-of-town guests will have the chance to visit their favorite restaurants and try new restaurants, all at great new prices while supporting local farmers and wineries.



SAVE THE DATE

SOIRÉE!

Thursday, June 3rd, 2010

5 to 9:30pm

Belmont Conference Center

For tickets and more
information, visit
www.VisitHowardCounty.com

Partners!

Please don't forget to send
us your brochures, cards,
and other promotional
materials for display in the
Visitors Information Center.

Let us promote your
business for you!



Trivia: What is the name of the Howard County estate of the only Catholic signer of the Declaration of Independence?

Check back with us next quarter to find
out the answer!



WELCOME